

Message Text

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TO SECSTATE WASHDC 6055

INFO AMCONSUL BORDEAUX

AMCONSUL LYON

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UNCLAS SECTION 1 OF 4 PARIS 01802

C O R R E C T E D C O P Y

PASS COMMERCE

E.O.11652: N/A

TAGS: BEXP, FR

SUBJ: FY76 COUNTRY COMMERCIAL PROGRAM FOR FRANCE

REFS: A. STATE A-9016; STATE 5312

1. THIS MESSAGE REFLECTS VIEWS OF AMBASSADOR RUSH AND COUNTRY TEAM ON MAIN SUBSTANTIVE FEATURES WHICH SHOULD BE INCLUDED IN FY76 CCP FOR FRANCE. IN PREPARING THESE RECOMMENDATIONS WE HAVE BEEN MINDFUL OF FOLLOWING CONSIDERATIONS AMONG OTHERS:

A. DESIRABILITY - EMPHASIZED IN REPAIR - OF
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SMOOTHEST POSSIBLE TRANSITION BETWEEN HASTILY DRAWN

INITIAL CCP FOR FY75, WHICH WAS PREDICATED IN LARGE PART ON USDOC-SPONSORED EVENTS ALREADY IN PIPELINE, AND MORE SOPHISTICATED CCP FOR FY77 WHICH WE HOPE WILL BE PRODUCT OF DELIBERATE AND INTEGRATED PLANNING AND BETTER RELATE GOALS TO BOTH OPTIMUM AND ACTUAL RESOURCES.

B. DESIRABILITY OF GEARING FIELD PROGRAM AS CLOSELY AS POSSIBLE TO USDOC TARGET INDUSTRIES, BOTH TO TAKE ADVANTAGE OF MARKET RESEARCH ALREADY IN HAND AND (MORE IMPORTANTLY) TO INSURE THAT OUR FOCUS ON FRENCH IMPORTING UNIVERSE IS MIRRORED BY CORRESPONDING USDOC FOCUS ON U.S. EXPORTING UNIVERSE.

C. NEED TO CONTINUE MAXIMUM PARTICIPATION ON COST-EFFECTIVE BASIS FROM RESOURCES ALREADY DEPLOYED, NOTABLY PARIS TRADE CENTER, OTHER MISSION ELEMENTS IN A POSITION TO CONTRIBUTE, AND CONGENS IN FIVE FRENCH LOCATIONS.

D. IMPORTANCE OF GREATER SYNCHRONIZATION BETWEEN OUR PROMOTIONAL ACTIVITIES AND OUR EFFORTS, IN BOTH BILATERAL AND MULTILATERAL NEGOTIATIONS, TO ACHIEVE MODIFICATIONS OF FRENCH TRADE AND INDUSTRIAL POLICY IMPEDIMENTS TO SUCCESS IN OUR COMMERCIAL PROGRAM.

E. STATE/COMMERCE INSTRUCTIONS THAT CCP BE LIMITED TO THOSE COMMERCIAL PROGRAMS ADMINISTERED BY USDOC.

2. ALTHOUGH WE HAVE REGISTERED SOME NOTABLE SUCCESSES IN OUR FY75 ACTIVITIES TO DATE (SEE PARIS A-606) WE CANNOT LEGITIMATELY ATTRIBUTE THESE PRIMARILY TO FUNCTIONING OF CCP AS MANAGEMENT TOOL. CCP WAS HELPFUL, HOWEVER, IN SETTING ACTIVITY TARGETS, ESPECIALLY FOR BLUE RIBBON CALLS, WHICH WERE CONSCIOUSLY MET BY PERSONNEL IN BOTH EMBASSY AND TRADE CENTER. IF CCP IS TO SERVE MORE EFFECTIVELY AS VEHICLE FOR STIMULATING, RATHER THAN MERELY PROJECTING, FUTURE SUCCESS IT MUST, IN OUR VIEW, BE (A) BETTER INTEGRATED IN TERMS OF BRINGING ALL AVAILABLE RESOURCES TO BEAR ON COMMON SET OF TIME-PHASED GOALS AND (B) MORE SHARPLY FOCUSED TO PERMIT IN-DEPTH UNCLASSIFIED

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ATTACK ON SPECIFIC TARGET INDUSTRY SEGMENTS. THESE SEGMENTS, IN TURN, MUST BE SELECTED WITH EYE TO THEIR SUITABILITY FOR KIND OF SERVICES OUR GOVERNMENT IS EQUIPPED TO PROVIDE AND TO HIGHEST POSSIBLE PAYOUT IN TERMS OF INCREMENTAL SALES.

3. WITH FOREGOING CONSIDERATIONS IN MIND WE ARE RECOMMENDING SOME FAIRLY SUBSTANTIAL CHANGES IN LIST OF

CAMPAIGNS FOR FY76 AND IN SCOPE OF SOME CAMPAIGNS
CARRIED OVER FROM FY75. AS IN FY75 WE PROPOSE EIGHT
CAMPAIGNS, I.E. EXPORT PRODUCT THEMES FOR EACH OF SIX
INDUSTRY OFFICERS, "INVEST IN USA" CAMPAIGN FOR
COMMERCIAL COUNSELOR, AND "VISIT USA" FOR USTS.
RATIONALE FOR EACH PROPOSED CAMPAIGN, ALONG WITH SCOPE
AND NATURE OF PROMOTION CONTEMPLATED IS GIVEN BELOW.
CAMPAIGN WORKSHEETS, AS REQUESTED BY STATE 5312, FOLLOW
UNDER AIRGRAM.

CAMPAIGN NO. 1: EXPORT PROMOTION-DATA COMMUNICA-
TION EQUIPMENT. THIS WOULD BE REFINEMENT OF CAMPAIGN
NO. 1 IN FY75 CCP (ELECTRONIC AND TELECOMMUNICATIONS

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EQUIPMENT AND COMPONENTS) AND WOULD, WE HOPE, DOVETAIL

TO SOME DEGREE WITH USDOC TARGET INDUSTRY CAMPAIGNS ON ELECTRONIC COMPONENTS AND BUSINESS EQUIPMENT. AVAILABLE MARKET RESEARCH PROJECTS 45 PERCENT GROWTH RATE IN FRENCH PROCUREMENT OF TELEPROCESSING TERMINALS OVER NEXT THREE YEARS INCLUDING NEARLY \$100 MILLION IN GOF ORDERS. WE HAVE REASON TO BELIEVE THAT SUBSTANTIAL PORTION OF US EXPORT UNIVERSE IS NTE OR NTM BUT WOULD WELCOME USDOC VERIFICATION OF THIS. FY76 WOULD BE DEVOTED PRIMARILY TO REFINING MARKET RESEARCH AND BUILDING LISTS OF DEALERS AND MAJOR END-USERS LOOKING TOWARD PTC SHOW IN OCT. 75. CAMPAIGN MANAGER GEORGE A. ELLSWORTH.

CAMPAIGN NO. 2: EXPORT PROMOTION - WATER PURIFICATION AND POLLUTION CONTROL EQUIPMENT. THIS WOULD BE UNCLASSIFIED

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REFINEMENT OF FY75 INDUSTRIAL EQUIPMENT AND SUPPLIES CAMPAIGN AND IS DESIGNED TO DOVETAIL WITH FY77 USDOC TARGET INDUSTRY. SINCE GOF IS NOW ZEROING IN ON POLLUTION PROBLEM, STARTING WITH INLAND WATERWAYS, WE THINK IT DESIRABLE TO START BUILDING IN FY76 ON CONTACTS DEVELOPED DURING PTC ENVIRONMENTAL CONTROL SHOW AND L'HOMME, L'AIR ET L'EAU CATALOG SHOW IN CY74. CURRENT ANNUAL MARKET ABOUT \$250 MILLION AND RISING. AS THIS TYPE OF EQUIPMENT IS BEST PROMOTED ON SYSTEMS BASIS DIRECT TO END USERS RATHER THAN AS COMPONENTS THROUGH DISTRIBUTORS, TARGET UNIVERSE IS LARGE AND WIDELY DISPERSED GEOGRAPHICALLY. WE WOULD EXPECT EFFORT EARLY IN FY76 TO CONCENTRATE LARGELY ON PLANT VISITS AND ASSISTANCE TO FOREIGN BUYER GROUPS, LEADING UP TO PTC SHOW IN APRIL 76. CAMPAIGN MANAGER (SUCCESSOR TO) ELEANOR W. SAVAGE.

CAMPAIGN NO. 3: EXPORT PROMOTION - PROCESS CONTROL INSTRUMENTATION. THIS IS ON USDOC FY76 LIST FOR PRIMARY PROMOTION. RESEARCH IN HAND INDICATES THAT MOST MAJOR U.S. SUPPLIERS IN THIS FIELD ARE ALREADY REPRESENTED IN FRENCH MARKET, BUT WE CONTINUE TO ENCOUNTER STRONG LEVEL OF INTEREST FROM FRENCH DISTRIBUTORS IN TAKING ON NEW LINES. SUBJECT TO COMMERCE'S REASSURANCE THAT SUBSTANTIAL NTM UNIVERSE STILL EXISTS, WE PROPOSE TO INITIATE CAMPAIGN IN FY76 WITH UPDATE OF RESEARCH .. IF RESPONSE FROM FRENCH AND/OR U.S. INDUSTRY PROVES DISAPPOINTING WE WILL BE PREPARED TO SHIFT DURING COURSE OF FY76 TO CAMPAIGN ON LABORATORY INSTRUMENTATION, WHICH IS ON USDOC FY77 LIST. CAMPAIGN MANAGER JOAN PLAISTED.

CAMPAIGN NO. 4: EXPORT PROMOTION - ENERGY SYSTEMS.

HERE AGAIN WE ARE PROPOSING TO JUMP GUN ON USDOC FY77
CAMPAIGN. RATIONALE IS THAT FRENCH HAVE ALREADY
EMBARKED ON MASSIVE PROGRAM OF NUCLEAR POWER PLANT
CONSTRUCTION WITH UP TO 50 PLANTS TO BE STARTED OVER
NEXT DECADE (SEE PARIS 141). IT IS IMPORTANT THAT
WE INAUGURATE PROMOTIONAL EFFORT DURING PLANNING STAGE
AND CONTINUE IT UNTIL U.S. SUPPLIERS ARE WELL
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ENTRENCHED IN PROGRAM. WE MUST ALSO SUPPORT OCT. 75
"NUCLEX '75" SHOW IN BASEL AND PROPOSED PTC FLUID
POWER SHOW IN SEPT. 75. IN FY76 CAMPAIGN WE WOULD
CONCENTRATE ON PERIPHERALS (INSTRUMENTATION AND OTHER
NON-NUCLEAR COMPONENTS) SINCE MAJOR POWER SYSTEMS
MANUFACTURERS, E.G. WESTINGHOUSE AND GE, ARE ALREADY
WELL REPRESENTED IN FRANCE AND SINCE GOF PREDILECTION
FOR DOMESTIC PROCUREMENT MAY BE LESS RIGIDLY APPLIED IN
THESE AREAS. CAMPAIGN MANAGER RICHARD C. DEVINE.

CAMPAIGN NO. 5: EXPORT PROMOTION - CONSUMER GOODS.
THIS WOULD BE CONTINUATION OF FY75 CAMPAIGN IN THIS
FIELD WHICH HAS SHOWN CONSIDERABLE POTENTIAL. BROAD
SCOPE OF CAMPAIGN IS JUSTIFIED BY FACT THAT TARGET
UNIVERSE FOR ALL CONSUMER PRODUCTS IS ESSENTIALLY
IDENTICAL, I.E. LARGE RETAIL CHAINS. FY76 CAMPAIGN
WOULD CONSIST LARGELY OF IN-STORE PROMOTIONS (E.G.
PRINTEMPS, GALERIES LAFAYETTE, LA REDOUTE), POSSIBLE
PTC SHOW ON HOUSEWARES AND HOME APPLIANCES, FOREIGN
BUYER GROUP VISITS TO US TRADE SHOWS, PROMOTION OF
AGENCY/DISTRIBUTOR RELATIONSHIPS AND CONTINUOUS LIAISON
WITH TOP FRENCH BUYERS. CAMPAIGN MANAGER JAN B.
VERSCHUUR (AND SUCCESSOR).

CAMPAIGN NO. 6: EXPORT PROMOTION - HOTEL AND
CATERING EQUIPMENT. THIS THEME IS PROPOSED TENTATIVELY
IN ANTICIPATION OF OUTCOME OF MARKET RESEARCH NOW
UNDERWAY IN SUPPORT OF POSSIBLE FY76 PTC SHOW. IT IS

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ALREADY FAIRLY CLEAR THAT PERIOD OF INTENSIVE DOWNTOWN HOTEL CONSTRUCTION IS NOW PAST AND THAT MOST FERTILE GROUND MAY BE IN FIELD OF MOTELS, RESTAURANTS, INSTITUTIONAL FEEDING AND FAST FOOD SHOPS. EMBASSY COMMERCIAL AND AGRICULTURAL BRANCHES WILL WORK TOGETHER IN PROMOTIONAL PROGRAMS WHERE FEASIBLE. CAMPAIGN MANAGER JANET J. JOHNSTON.

CAMPAIGN NO. 7: INVEST IN USA. THIS CAMPAIGN WILL BE SELECTIVE CONTINUATION OF ACTIVITIES IN FRANCE OF RECENTLY RETIRED INDUSTRIAL DEVELOPMENT ATTACHE. WE PLAN TO RENDER APPROPRIATE BACKUP TO WORK OF OTHER AGENCIES ACTIVE IN THIS FIELD, E.G. STATE OFFICES, AMCHAM IN FRANCE, AND FRENCH CHAMBER IN USA, AND TO USE MULTI-PURPOSE PLANT VISITS BY COMMERCIAL OFFICERS TO EXPLORE UNCLASSIFIED

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POSSIBLE INTEREST IN INVESTMENT IN USA. CAMPAIGN MANAGER WILL BE JOHN Q. BLODGETT, WITH GUIDANCE AND SUPPORT FROM INDUSTRIAL DEVELOPMENT ATTACHE IN BRUSSELS.

CAMPAIGN NO. 8: VISIT USA. THIS CAMPAIGN WILL CONCERNED:

PRINTING/GRAPHIC ARTS. RATE OF GROWTH IN THIS MARKET (CURRENTLY 6 PERCENT) IS RELATIVELY MODEST, MOST US SUPPLIERS ARE ALREADY WELL REPRESENTED, SEVERAL HAVE PRODUCING SUBSIDIARIES HERE, AND PTO GENERATION IN RECENT YEARS HAS BEEN DISAPPOINTING. ON THE OTHER HAND, THIS REMAINS GOOD THEME FOR PTC SHOWS EMPHASIZING STIMULATION OF SALES OF OTM FIRMS.

ELECTRONIC COMPONENTS. THIS WAS ON OUR FY75 CAMPAIGN LIST AND HAS THUS FAR HAD MEAGER RESULTS, PARTLY BECAUSE OF NEED TO CANCEL JUNE 74 PTC SHOW. FEB 75 MICROWAVE AND APR 75 LASER AND ELECTRO-OPTICS SHOWS LOOK PROMISING, BUT WHEN FOLLOW-UP IS COMPLETED WE WOULD PREFER TO FOCUS ON DATA TELECOMMUNICATIONS AS PROPOSED ABOVE. WE ARE CURRENTLY CONSIDERING MICRO-ELECTRONICS AS CAMPAIGN THEME FOR FY77.

METALWORKING AND FINISHING MACHINERY. FRANCE IS STRONG MARKET FOR THIS TYPE OF EQUIPMENT, BUT MAJOR US EXPORTERS ARE ALREADY WELL REPRESENTED. IN 1973, IN FACT, WE RECEIVED INSTRUCTION FROM USDOC (A-1912, MARCH 2) NOTING THAT OVER 100 US MACHINE TOOL MANUFACTURERS WERE ALREADY IN FRENCH MARKET. IN 1974 USDOC WAS UNABLE TO RECRUIT PTC SHOW IN THIS FIELD BECAUSE OF PAUCITY OF NTM FIRMS. WE WOULD WELCOME ADVICE IF THIS SITUATION HAS CHANGED. DEPTH OF FRENCH IMPORTER INTEREST WAS AMPLY DEMONSTRATED BY OUR SUCCESS IN RECRUITING BUYER GROUP FOR CHICAGO MACHINE TOOL SHOW LAST SEPT.

AVIONICS AND AVIATION GROUND SUPPORT EQUIPMENT. DUE TO LONG HISTORY OF AMERICAN ACTIVITY IN THIS FIELD IN WESTERN EUROPE AND ALL-EMBRACING NATURE OF BIENNIAL UNCLASSIFIED

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PARIS AIR SHOW, ALL MAJOR AMERICAN SUPPLIERS ARE WELL REPRESENTED HERE AND MANY ARE PRODUCING IN FRANCE EITHER DIRECTLY OR UNDER LICENSE. WE THEREFORE DO NOT BELIEVE THAT THIS INDUSTRY MERITS CAMPAIGN TREATMENT IN THIS COUNTRY. IN ODD YEARS WHEN PAS IS MOUNTED (FY75 AND 77, FOR EXAMPLE) WE WILL, OF COURSE, CONDUCT AGGRESSIVE CAMPAIGN TO PROMOTE FRENCH END-USER

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ATTENDANCE BUT PREFER TO TREAT THIS AS RESPONSIVE
SUPPORT TO USDOC-SPONSORED EVENT RATHER THAN AS FULL-
FLEDGED, YEAR-ROUND CAMPAIGN.

5. SIMILARLY, IT COULD BE ARGUED THAT LINKAGE
BETWEEN PROPOSED CAMPAIGN LIST AND TENTATIVE SCHEDULING
OF PTC SHOWS IN FY76 COULD BE CLOSER, SINCE ONLY FOUR
OF SIX PRODUCT CAMPAIGNS WILL BE SUPPORTED BY SUCH
SHOWS IN FY76. WE DO NOT SEE THIS AS MAJOR PROBLEM.
SUPPORT OF REMAINING TWO CAN BE SCHEDULED FOR FY77 IF
THIS SEEMS DESIRABLE. NON-CAMPAIGN SHOWS IN FY76 WILL,
OF COURSE, BE SUPPORTED AGGRESSIVELY AS PART OF OUR
NON-CAMPAIGN ACTIVITY. IN ANY EVENT WE SEE SOME
DIFFERENCE IN EMPHASIS BETWEEN TRADE CENTER SHOWS AND
PRODUCT CAMPAIGNS. FORMER SERVE IN PART TO AID OTM
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FIRMS TO REACH MORE END-USERS, WHEREAS PRODUCT CAMPAIGNS

ARE DESIGNED ALMOST ENTIRELY TO ACHIEVE INITIAL
PENETRATION BY NTM FIRMS.

6. OUR NON-CAMPAIGN COMMERCIAL FUNCTIONS IN FY76 WILL
ALSO FEATURE INCREASED EMPHASIS ON TRADE AND
INDUSTRIAL POLICY WORK, SOME OF WHICH WILL BE PERFORMED
BY EXPORT CAMPAIGN MANAGERS.

7. WE ARE IN PROCESS OF REFINING ROLE TO BE PLAYED
BY CONSTITUENT POSTS IN SUPPORT OF CCP. THEIR PRIMARY
ROLE WILL CONTINUE TO BE PROMOTION OF PTC SHOWS AND
OTHER COMMERCE-SPONSORED EVENTS BUT THEY WILL ALSO BE
MAKING PLANT VISITS IN SUPPORT OF PRODUCT CAMPAIGNS
UNDER GUIDANCE FROM CAMPAIGN MANAGERS. COMMERCE MAY
WISH TO INSERT REFERENCE TO ROLE OF CONSULATES IN FY76
CCP DOCUMENT. ON BASIS OF ADVICE FROM CONSULS GENERAL,
WE CAN PROVIDE APPROPRIATE LANGUAGE AND ACTIVITY GOALS
FOR EACH CONSULATE, IF DESIRED.

8. WE WOULD WELCOME WASHINGTON COMMENT ON OUR
CAMPAIGN RECOMMENDATIONS AND POINTS RAISED IN PARAS 4
THROUGH 7 ABOVE.
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